THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD) : (a) to (c) It is felt necessary to consult with media persons/industry connected with the news agencies in order to ascertain if the 1956 policy on news agencies needs a detailed review given the rapid technological/other changes noticed in the meantime.

Telecasting of objectionable advertisements on TV

3960. PROF. M. SANKARALINGAM : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that inspite of the notices served on the channels to desist from telecasting objectionable advertisements, channels have been telecasting the same;

(b) if so, the action taken on these channels;

(c) the details of the notices served on each channel;

(d) whether Government have formulated any policy to curb such advertisements appearing on TV;

(e) if so, the details thereof; and

(f) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD) : (a) to (f) The advertisements of all satellite channels when transmitted/re-transmitted through the Cable Television Networks are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

Complaints/suggestions from members of the public and organizations are received from time to time regarding alleged violations of Advertising Code. The Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act to look into violations of the Advertising Code. Cognizance of such violations of Advertising Code is also taken *suo moto* by the officials and Members of the Committee.

Show Cause Notices are issued in first instance to TV channels telecasting objectionable advertisements in violation of provisions of the Advertising Code and in suitable cases TV Channels are directed not to

telecast/re-telecast adertisements, which are found to be in violation of the Code. This is a continuous process.

Protest against the policy on cable network

3961. DR. AKHILESH DAS: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the cable operators resorted to strike by stopping their services in metropolitan cities recently in protest against the Government's policy on cable network;

(b) if so, the details of their main grievances; and

(c) the steps being taken to resolve the issues?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) No, Sir. Government is not aware of the strike by the cable operators in any metropolitan city as a protest against the policy on cable networks.

Advertisements through media

3962. SHRI A. VIJAYA RAGHAVAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Ministries and the Departments are issuing advertisements through media for various occasions; and

(b) if so, the details including the amount spent for such advertisements for the last three years, year-wise, Ministry/Department-wise?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) Yes Sir. The Directorate of Advertising and Visual Publicity (DAVP) is nodal agency for production and release of all display advertisements of the Government of India through the media of press, posters, folders, calendars, blotters, leaflets, holdings, cinema slides, etc. and also release of classified advertisements on behalf of the Government of India.

The details of amount spent on advertisements released through DAVP for the last three years, are given in the Statement.